

BECOME AN EXHIBITOR!



SIMA
PARIS

— SINCE 1922 —

INTERNATIONAL EXHIBITION OF TECHNOLOGIES AND SOLUTIONS
FOR EFFICIENT AND SUSTAINABLE AGRICULTURE

AGRICULTURE IN MOTION

NOVEMBER 8>12. 2020

PARIS NORD — VILLEPINTE / FRANCE

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[SIMAONLINE.COM](https://www.simaonline.com)

A COMPREHENSIVE PRODUCT OFFERING TO MEET THE NEEDS OF ALL FARMERS

SOLUTIONS FOR ROW CROPS,
SPECIALIST CROPPING AND
LIVESTOCK FARMING:



TRACTION
EQUIPMENT



TILLING
EQUIPMENT



DRILLING AND
PLANTING EQUIPMENT



IRRIGATION
EQUIPMENT



FERTILISING
EQUIPMENT



CROP PROTECTION
EQUIPMENT



HARVESTING AND
PROCESSING EQUIPMENT
(forage, cereals, root crops,
fruit and vegetables, etc)



HANDLING,
TRANSPORT
AND STORAGE
MACHINERY
AND BUILDINGS



FORESTRY AND
LANDSCAPING
EQUIPMENT



AGRI-INPUTS
(seeds, fertilisers,
crop protection
products, plastics, etc)



LIVESTOCK
EQUIPMENT



PRODUCTS
FOR LIVESTOCK
FARMING



COMPONENTS
AND ACCESSORIES



ROBOTICS



NEW
TECHNOLOGY



SUSTAINABLE
DEVELOPMENT



RENEWABLE
ENERGY



SERVICES, OFFICIAL
BODIES AND CONSULTING

SIMA KEY FIGURES: THE TRADE SHOW FOR BUSINESS!

1 800
EXHIBITORS
FROM **42** COUNTRIES

PROMOTION
IN
MORE
THAN **90** COUNTRIES

230 000 VISITOR ENTRIES
FROM **140** COUNTRIES

400
INTERNATIONAL
DELEGATIONS

615
JOURNALISTS FROM
41 COUNTRIES

EXHIBITORS

196 CONTACTS PER EXHIBITOR
ON AVERAGE AT SIMA 2019
INCLUDING AN AVERAGE OF **69** NEW
CONTACTS

37% OF EXHIBITORS TOOK
ORDERS AT THE SHOW
(15 ORDERS ON AVERAGE)

A TARGETED
VISITOR
AUDIENCE! **81%** OF EXHIBITORS WERE
SATISFIED WITH
VISITOR QUALITY

VISITORS

93% VISITOR
SATISFACTION
RATE **92%**
INTEND
TO COME
AGAIN

70% INTEND TO
PURCHASE
82% OF WHICH
ARE FARMERS

Sources : ADQuation surveys — March 2019

WHAT EXHIBITORS SAY ABOUT SIMA...

"SIMA is a premium meeting place at which farmers
and manufacturers can come together." **AMAZONE**

"A big show where all agricultural
sectors are represented!" **DEWULF**

"The right place to be to get up to speed
on all the latest innovation!" **LAFORGE**

"SIMA is an essential national and international trade
show to get yourself known and build a reputation." **HARDI**

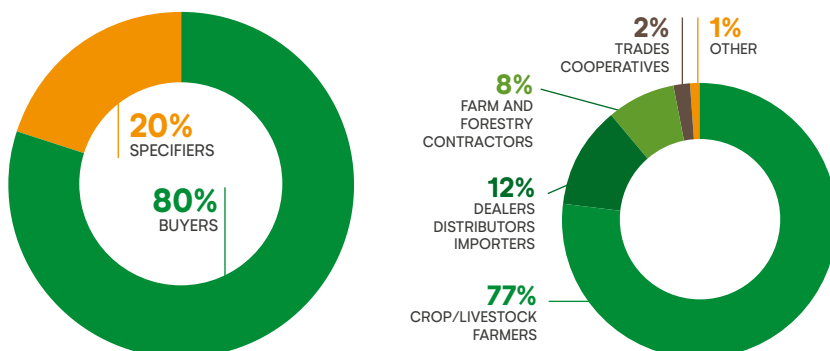
"SIMA remains the showcase for agricultural machinery;
we made a lot of contacts in 5 days and enjoyed
professional dialogue with other exhibitors." **HYDROKIT**

"A very important show to help us develop abroad." **KBS GENETIC**

"SIMA is the perfect place where our experts can
meet and share expertise and experience with all
farming professionals" **KVERNELAND GROUP**

"The visitors are happy to come to the show and
discover the digital solutions that mark the turning
point in the future of agriculture" **CLAAS**

COME AND MEET A QUALIFIED AND VARIED VISITOR AUDIENCE



SIMA TECH: AGRICULTURAL INNOVATION AT THE HEART OF SIMA

SIMA START-UP VILLAGE

BUILD YOUR REPUTATION!

The Start-up Village displays solutions in step with a fast-changing farming sector.

35 young companies were hosted in 2019 along with an array of **workshops**, offering participants a chance to **discuss openings in the sector** and the latest topical issues.

SIMA INNOVATION AWARDS

BOOST YOUR SALES: PRESENT YOUR INNOVATIONS!

The **internationally-acknowledged** SIMA Innovation Awards pay tribute to the **most innovative equipment, products, technology and services** presented by exhibitors at SIMA.

In 2019: **27 award winners** comprising **2 Gold, 5 Silver** and **20 Bronze** medals.

BREAK INTO HIGH POTENTIAL AND DEVELOPING REGIONS ADDRESSING THE WORLDWIDE ISSUE OF FOOD SECURITY

FRANCE:

- **N° 1** farming power in Europe
- **N° 1** market for tractor sales (agricultural machinery market: €5 bn in 2016)
- **11%** of European farming production

EUROPE:

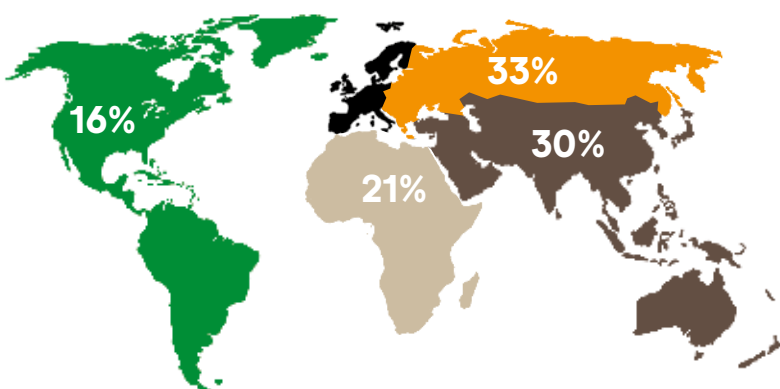
- **10%** of worldwide production
- **10** million farms
- **N° 1** worldwide agricultural machinery manufacturer

REST OF WORLD:

- Agriculture: a key sector on all continents.
- Agricultural production close to **\$3 Bn**
- **4.9 Bn** hectares of agricultural area including **1.4 bn** farmed

VISITOR BREAKDOWN

(Excluding Western Europe)



ROBOTICS AND NEW TECHNOLOGIES OFFERING

Strongly represented at SIMA 2019 with nearly 100 exhibitors, this product segment is growing exponentially.

In 2020, all the market players will be there, from start-ups to the biggest names!

AMONG THE EXHIBITORS PRESENT IN 2019:



SIMA MEETINGS

AGRI-INPUT VILLAGE

Discover the section dedicated to seeds, fertilisers and crop protection. SIMA today caters to the upstream segments of agriculture, fulfilling all farm needs.

SIMA DEALERS' DAY

The third edition of the special theme day dedicated to dealers from around the world. This colloquium is for visitors to the show who are dealers, distributors or importers and also for manufacturer exhibitors.

JOB DATING

After its success during the 2019 edition at SIMA, the Job Dating event offers recruiters and future employees from the farming world the opportunity to meet and discuss recruitment projects (traineeships, apprenticeships or employment) in a dedicated area.

WHAT VISITORS SAY

"A very international show"

"As a row crop farmer, my purpose at SIMA is to discover the latest new farm machinery developments and innovations."

"SIMA is a major event in Europe for the agricultural machinery industry"

"SIMA is the meeting place for all the main figures working in machines and technology for agriculture"

"Develop commercial ties"

Sources : SIMA 2019 visitors testimonies



REGISTRATION 100% ONLINE

Book your stand
today on
simaonline.com

EARLY
BIRD RATE*
VALID UNTIL
6 DECEMBER 2019:
DISCOUNT
OF UP TO **5%****
*on price excl. VAT
of bare stand space
**if surface area in 2020
≥ 2019, otherwise
2%

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